LAUGH TOWN LAUGH

JOE E. BROWN

AS A RANG-TANG TARANTULA FROM TEXAS WHO WENT BUSTED ON BROADWAY

in **The Tenderfoot**

MAN WHOSE PAN PANICS MILLIONS

MERCHANDISING PLAN

Presented by FIRST NATIONAL PICTURES Inc

SALES A LES THAT SELL "THE ENDERFOOT"

¶ Play up the Western locale as it ties in e E. Brown comedy with the Western lure that is sure-fi s and a riot with the grown-ups. This gives you an un ination.

¶ Of course Joe E. Brown is your big b reatest box office comedy card on the screen today. B g heads of him in all your displays.

¶ Stress the fact that Brown has the fine cast he has ever had, in Ginger Rogers, Lew Cody and

¶ Sell this picture as presenting Joe E. Br ntirely new bag of comedy tricks, in a story setting that is a wow.

¶ Stress the beautiful girls that appear with him. Have heads of the girls surround big heads of Joe E. Brown in your lobby display.

¶ Stress the angle of a man from the stieks who outwits the Broadway wise guys. It'll go over big.

¶ Sell it as being funnier than even "Local Boy Makes Good" and "Fireman, Save My Child."

¶ Sell it as the biggest laugh in town by using the line, "Laugh, TOWN, Laugh!"

CAST OF CHARACTERS

PETER JONES	JOE E. BROWN
RUTH	GINGER ROGERS
Sam Lehman	Lew Cody
Miss Martin	Vivian Oakland
Mack	Robert Greig
Patterson	Wilfred Lucas
Oscar	Spencer Charters
Dolan	Ralph Ince
Cafe maid	Mae Madison
Kitty	Marion Byron
Waiter	Lee Kohlmar
Hebrew	Joe Barton
Depot tart	Edith Allen
Depot porter	John Larkin
News-stand proprietor	Harry Seymour
Racketeer	Richard Cramer
Stage director	Douglas Gerrard
Depot bum	George Chandler
Cafe cashier	Jill Dennett
Actors	Theodore Lorch, Alan Lane
Actresses	Charlotte Merriam, Zita Moulton

Joe E. Brown as he appears in his latest laugh-fest, "The Tenderfoot." Supporting Joe is vivacious Ginger Rogers, whose antics help make the picture even funnier than "Fireman, Save My Child."

Cut No. 19 Cut 30c Mat 10c

PRODUCTION STAFF

Author and adaptation	Arthur Caesar, Monty Banks, Earl Baldwin
Director	Ray Enright
Cameraman	Gregg Toland
Film Editor	Owen Marks
Art Director	Esdras Hartley

BIOGRAPHICAL F FS

JOE E. BROWN . . . Whose broad infectious grin has made him famous on stage and screen. Started out at nine as an acrobat in a circus. Worked up to vaudeville and musical comedy. In 1928 while playing in "Twinkle, Twinkle," in Los Angeles, he got his first chance in pictures in "Crooks Can't Win." Most recent screen successes are "Sally," "Top Speed," "Hold Everything," "Maybe It's Love," "Going Wild," "Broadminded," "Local Boy Makes Good," "Fireman, Save My Child" and "The Tenderfoot."

GINGER ROGERS . . . Vivacious red-haired beauty of the New York musical comedy stage who first attracted attention in "Young Man of Manhattan." Has also appeared prominently in "Carnival Boat," "Suicide Fleet," "The Tip Off," "Honor Among Lovers," "Sap From Syracuse" and "The Tenderfoot."

LEW CODY . . . Favorite of the screen whose early stage experience included owning, managing and acting in five separate stock companies. On the screen in "What A Widow," "Beyond Victory," "Divorce Among Friends." Most recently cast in a prominent comedy role opposite Joe E. Brown in the Warner Bros. picture, "The Tenderfoot."

ROBERT GREIG . . . English stage actor who was brought to Hollywood by Gloria Swanson for "Tonight Or Never." Considered one of the screen's biggest actors: stands six feet two and weighs 335 pounds. Most recently on the screen in "Cohens and Kellys in Hollywood," "Stepping eauty And The Boss anted" and "The Ten

VIVIAN O . Talented screen ac que blonde who prefers any other sort of role peared in "The Lady rs," "Oh, Sailor, Beh atrimonial Bed," "Let ain" and "Big Heart ost recent appearance he Tenderfoot."

MARION BYR Familiarly known as On the screen in "C Dreams," "Girls Dem nent" and "Working ft screen for stage an in "Once In A Lifet urned to screen in "ew York" and "The T

DOUGLAS . . . Well known on th r his typical Englis erizations. Has appear Road To Singapore, n Parade," "Dracula," rous Brunette" and rfoot."

RALPH INCE r and director, note hardboiled character pa recently seen in "Th The Lost Squadron," uthpiece," "State's A nd "The Tenderfoot."

SPENCER C . . Veteran stage s played 479 plays Was in George M. dies for eleven years ared in both stage a sions of "Whoopee" Cantor. On the scr he Bat Whispers" Tenderfoot."

THE STORY

In order to get money to pay off the mortgage on his ranch, Peter Jones arrives in New York with $20,000. He meets a theatrical producer who takes him to the Follies and sells him a half interest in his own show, which is a flop. Joe and the producers quarrel. He buys the show with money he persuaded Oscar, a hotel employee and theatrical fan, to put in with him.

When they get back to Broadway, practically everything is seized by creditors. Peter finds some Shakespearean costumes in some old trunks in the theatre. The star refuses to wear them and walks out. Peter persuades Ruth, whom he loves, to take the star's place.

The show proves a howling success, the audience taking it for a travesty. Critics acclaim it as the finest bit of satire in many a day. Then Peter's troubles start in earnest. The former producers try to horn in while a lawyer demands part of the box-office receipts because the story was stolen from a magazine.

Then a band of gunmen tries to shake him down. When Peter refuses to give them the money, they kidnap Ruth. He shows up at the designated place with his six-shooters, outwits them, outfights and outshoots them, lands them in jail, rescues Ruth and rushes back to the theatre in time for the evening performance.

The producers try to buy back their show. Peter sets the price at $100,000. Meanwhile, the lawyer is waiting with an injunction to be served. When he pounds on the door, Peter snaps the producers into the purchase by telling them it is Ziegfeld, who wants to buy the show.

With his hundred thousand he has enough to clear the old homestead. Ruth, who finally falls for Peter, leaves with him for the old Texas ranch.

OFFICIAL BILLING

First National Pictures, Inc.	25%
presents	
JOE E. BROWN	100%
in	
"THE TENDERFOOT"	75%
with	
Ginger Rogers	30%
Lew Cody	20%
Directed by Ray Enright	20%
A First National and Vitaphone Production	40%

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Ginger Rogers and Joe E. Brown as they appear in First National's comedy hit, "The Tenderfoot," in which Joe plays the part of a Texas Ranger who goes wild on Broadway.

Cut No. 17 Cut 15c Mat 5c

SEE THE PEPPY HERALD ON THIS PICTURE!

Joe E. Brown as Two-Gun-Jones, the funniest cowboy ever to run wild. This scene is from his latest First National picture, "The Tenderfoot."

Cut No. 18 Cut 15c Mat 5c

ADVANCE CAMPAIGN

your 1st story

King Of Comics Coming To . . . . Theatre Next . . . . In "The Tenderfoot"

Joe E. Brown, affectionately regarded as the current king of comedians, follows up his "Fireman, Save My Child" success with "The Tenderfoot," a First National picture coming to the . . . . Theatre next . . . .

In his latest, wide-mouthed Joe portrays a Texas rancher who comes to New York with the last of his money, which he intends to invest profitably so he can lift the mortgage on his ranch. Armed with his money and his six-shooters, Joe becomes involved with a theatrical producer, falls in love, buys a show which is a failure, miraculously and unwittingly turns the show into a howling success, gets mixed up with lawyers and ladies, eventually overcoming all obstacles, lifting the mortgage and winning the gal.

JOE E. BROWN
Cut No. 16
Cut 15c Mat 5c

The script of Brown's latest film funning story was written by Arthur Caesar, Monty Banks and Earl Baldwin, generally regarded as Hollywood's best concocters of comedy. Monty Banks will be remembered as a former comedian on stage and screen. The direction is by Ray Enright, co-author of the previous Brown success, "Fireman, Save My Child."

In "The Tenderfoot," Joe is supported by an especially selected cast, with Ginger Rogers in the feminine lead. Lew Cody and Robert Greig appear as theatrical producers. Vivian Oakland is seen as a temperamental star. Others in the exceptionally large cast are Wilfred Lucas, Spencer Charters, Ralph Ince, Mae Madison, Marion Byron, Harry Seymour, Jill Dennett and Alan Lane.

The producers have given "The Tenderfoot" a more elaborate setting than any previous Joe E. Brown picture, with the result that the combination of story, cast, direction and settings bring to the screen what has been hailed by metropolitan critics as one of the funniest films of all time, bringing new laurels to Brown's successful record of hit after hit.

your 2nd story

Joe E. Brown Has Real "Heavy" Support In "The Tenderfoot"

There is no doubt in the mind of Joe E. Brown that his latest First National picture, "The Tenderfoot," which comes to the . . . . Theatre next . . . . will be a howling success—because, says Joe, he has the heaviest support of his whole career.

Which is just another way of referring to Robert Greig, the English actor, who plays the part of a Broadway producer in Joe's picture.

When Joe says "heavy support" he means it literally. Greig, who stands six feet, one and one-half inches in his stocking feet, always gets his penny's worth on a weighing machine. He can make the indicator go all the way to 335 and he looks every ounce of it.

Joe discovered that it takes five and one-half yards of material to make one of Greig's suits, whereas Joe is completely clothed in three and one-quarter yards. Greig's trousers alone require two and one-half yards.

He has a waist line which measures fifty inches, his chest fifty-two and his hips sixty-three. Ever since Joe made this discovery, his pet name for Greig is "Hips."

Greig's start in pictures was in the Marx Brothers production of "Animal Crackers," in which he also appeared on the stage. He has also appeared in "Tonight or Never," "Stepping Sisters," "Beauty and the Boss" and "The Cohens and Kellys in Hollywood."

As Joe E. Brown put it: "We certainly got a bargain. That's a lot of actor for that amount of money."

your 3rd story

Ginger Rogers Always Wanted to Appear With Joe E. Brown

The third time is a charm—or, if at first you don't succeed, try, try again—may be Ginger Rogers' motto.

It worked out in the case of her desire to play opposite Joe E. Brown. She has the lead opposite Joe in his latest First National picture, "The Tenderfoot," which comes to the . . . . Theatre next . . . ., but she had to work up to it through two disappointments.

In the first place, she played in the New York stage production of "Top Speed," which Joe made as a talkie. Ginger was sorry that she didn't get the chance to play the movie version, but made up her mind that she was going to play opposite Joe E. Brown sooner or later.

Her chance came when Joe went into the production of "Local Boy Makes Good." Ginger was then playing in another New York production and a call came from Hollywood asking her if she would take the part. The man who answered the phone said she was busy in a stage production, but neglected to say that it was closing two nights later and that Ginger would then be free.

When the offer came for her to play in "The Tenderfoot" she was, luckily, in Hollywood. She immediately closed her ears to all other offers and grabbed it.

Some girls may prefer other heroes, but for Ginger Rogers it is Joe E. Brown—and when you consider how popular Joe is, you can't blame her.

your 4th story

Funny Hat Makes "The Tenderfoot" Star Act And Feel Funnier

"It's all done," explains Joe E. Brown, "with the aid of mirrors and the help of a hat."

Brown, whose face is his fortune, uses few mechanical tricks for his screen comedy, but he believes that the proper hat is one of the best assets a comedian can have.

In his latest First National guffaw gatherer, "The Tenderfoot," which comes to the . . . . Theatre next . . . ., Joe wears a too-big cowboy hat and a too-small grey fedora. Both, he believes, are true to the character he plays. In fact, Joe seldom goes through a picture with a hat of proper size.

"The true, sympathetic comedy character," Joe says, "doesn't often buy a hat to suit himself. He is a timid soul and buys what some salesman sells him. It generally doesn't fit, or the wearer wears it as though it didn't fit.

"Anyway, I feel funnier in a funny hat."

Supporting Brown in his most elaborate comedy are Ginger Rogers in the feminine lead, Lew Cody, Robert Greig, Vivian Oakland, Marion Byron, Ralph Ince, Spencer Charters and many others.

Ray Enright directed "The Tenderfoot," the script of which is by Arthur Caesar, Monty Banks and Earl Baldwin.

your 5th story

Joe E. Brown Hates Tobacco[illegible] He Had To Chew Ci[illegible] In Film

Two day[illegible] cigar chewing came as close t[illegible] capacitating Joe E. Brown for [illegible]er work on his new First Natio[illegible]icture, "The Tenderfoot," whic[illegible]s next . . . . to the . . . . The[illegible] anything that has ever happ[illegible] the comedian's career.

Joe does[illegible]ke and while he knows enou[illegible]t it to smoke successfully i[illegible] scenes in pictures when neces[illegible] has had very little experience [illegible]on unlighted cigars.

Keeping [illegible]nlit was Joe's original id[illegible]e to the fact that several sce[illegible]h the cigar were to be made a[illegible] was not sure how much ciga[illegible]ke he could inhale without dis[illegible]s results.

So for th[illegible]er part of two days, Joe chewed [illegible] ends—and became more and [illegible] insistent that the scenes sho[illegible]rried in the making. By t[illegible]f the second day he was a l[illegible]nder the make-up, but s[illegible] to absorb punishment.

"But th[illegible]o cigar chewing in my ne[illegible] Joe confessed. "I'll look [illegible] over carefully to make sur[illegible]t. If I'm to act worried, I [illegible] worry in my own way. And [illegible]ay isn't by chewing up a wh[illegible] cigars!"

Brown i[illegible]rted by a large cast in this co[illegible] a cowboy's adventures in th[illegible] Ginger Rogers appears as [illegible]theart, with Lew Cody, Robe[illegible] Vivian Oakland, Marion By[illegible]nany others having import[illegible]aking roles.

Adv[illegible] Shorts

Joe E. [illegible] Make P[illegible]ay Tour

The eno[illegible]ss of his personal appe[illegible] last summer, during wh[illegible]ted important cities of t[illegible]est and east, and which [illegible]urtail because the Firs[illegible]o wanted him to make [illegible]t," which will come to [illegible]re next . . . ., has mad[illegible]n anxious to make a[illegible] he can get away f[illegible] he will visit approxi[illegible]zen cities before re[illegible]m capital to make h[illegible]

Peppy Ginger Rogers Opposite Joe E. Brown

Ginger Rogers, musical comedy and screen star, appears opposite Joe E. Brown in "The Tenderfoot," his latest First National picture, now at the . . . . Theatre. Ginger will be readily recalled for her work in "Top Speed," "Girl Crazy" and other Broadway musical productions as well as in a number of screen plays.

Lew Cody Has Big Role In "The Tenderfoot"

Lew Cody, one of the best-known "heavies" on the screen, has an important role in support of Joe E. Brown in "The Tenderfoot," the First National picture coming to the . . . . Theatre.

Vivian Oakland is another player in the cast and Ginger Rogers has the leading feminine role opposite Brown. Monty Banks, Arthur Caesar and Earl Baldwin wrote the screen adaptation.

Joe E. Brown Likes To Collect Souvenirs

Joe E. Brown has many souvenirs of his long and successful career on stage and screen, but there are two that he prizes above all others. These are one of Frank Wyckoff's track shoes, with which the runner broke the world record, and a Bobby Jones putter.

Brown's latest First National picture, "The Tenderfoot," brings him to the screen of the . . . . Theatre next . . . . as a drawling, Texas cowboy who goes to New York and becomes a producer.

Joe E. Brown Had To Learn New Wrinkle For "The Tenderfoot"

Joe E. Brown has added a new accomplishment to his list, that of rolling a cigarette with one hand. As a rang-tang-tarantula from Texas, in the First National production, "The Tenderfoot," which is coming to the . . . . Theatre next . . . ., he is compelled to roll a cigarette in the fashion of the wild and wooly West.

As Joe doesn't smoke, he never learned to roll 'em with two hands, let alone one. So he had to spend several hours every evening for a week packing Bull Durham in papers. He mastered the art so that it was passable in the picture, but he swears that the next financial report will show a big increase in the sale of cigarette tobacco.

ADVANCE
Saturday or Sunday Feature

Joe E. Brown's Leading Lady, Ginger Rogers, Is Type Producers Find Perfect For Comedies

By Jack Cooper

Although no one has yet been able to definitely classify it, there *is* a certain quality which distinguishes a comedian's leading lady from an ordinary ingenue or dramatic leading lady.

Ginger Rogers is a good example. This young lady with the heart warming red hair has classic beauty. There is nothing about her that would outwardly indicate that she belongs to comedy — body and soul — and yet there she belongs.

She is not funny looking. In her latest picture, "The Tenderfoot," in which she plays opposite Joe E. Brown, and which comes to the . . . . Theatre next . . . ., she does not have a single "gag" line. Neither is she a "feeder" for Joe's lines. As a matter of fact, she plays a straight romantic role as Joe's heart interest. She might do the same sort of thing in a drawing room drama, but there is something about her that stamps her as most eligible for a comedian's light of love.

There are certain young actresses who can play comedy leads and dramatic ingenues with equal facility, but Ginger Rogers seems to be born for the sole purpose of adding the touching, human side to Joe E. Brown, Charles Ruggles, Ed Wynn, and the rest of the tribe of laugh-getters.

Don't ask why. It is just one of those things that happen—that are taken for granted and never questioned. As far as she is concerned, it is a matter of preference, although she doesn't know it herself. She has a leaning toward comedy, and it all seems so natural to her that she doesn't recognize it herself.

"Certainly I would like to play straight romantic roles. But . . ." she said, and in that "but" lies the secret of her predilection, "I *would* rather play one small outstanding hit in a picture than have a large role which gives me nothing out of the ordinary to do.

"I would rather have a ten-foot flash as a wise-cracking waitress than five reels as a wishy-washy heroine. It's ten to one that the waitress will be the one that sticks out in the audience's mind.

"I like to do something with snap to it. I don't know why I should prefer more peppy roles, but that's the way I'm constituted. I've tried often enough to get romantic leads in serious productions, but people don't seem to think of me that way."

And no wonder. Besides her red hair, there is another explanation in this as to why the name of Ginger fits her so aptly. Off screen, she appears outwardly to be just another good-looking young girl, but in the tone of her voice and in the sudden flashes of her eyes there is a certain Puckish spirit. She has what might be called verve. There is always the expectation when talking to her that she will suddenly drop her calm exterior and start leaping and capering about the place.

Directors recognize that in her, although in most cases they just can't put their finger on it and say, "that is what it is."

Perhaps that is why Joe E. Brown, Ed Wynn, Charles Ruggles and Jack Oakie found her so aptly suited to play opposite them.

It looks very much as though Ginger Rogers is bound for success, providing she doesn't decide to go serious on us.

Opening Day Story

Joe E. Brown At . . . . Today In "The Tenderfoot"

Joe E. Brown in the First National picture, "The Tenderfoot," opens today at the . . . . Theatre for a . . . . engagement.

"The Tenderfoot" is hailed as Brown's funniest film, affording him his greatest opportunity for the universally popular type of comedy which has made him famous. In the title role, Joe appears as a "tenderfoot" who comes to New York from his Texas ranch, looking for a safe investment which will enable him to lift the mortgage on his ranch. He falls in with a theatrical producer and the fireworks begin when Joe buys a flop show.

Immediately upon his arrival in New York, Joe is engulfed in a whirl of exciting incidents of genuine laugh-provoking nature. Eventually he disengages himself from his humorous difficulties and is enabled to save his ranch and marry the girl he has fallen in love with.

The large supporting cast has Ginger Rogers in the feminine lead, Lew Cody and Robert Greig in comedy roles and Vivian Oakland, Wilfred Lucas, Spencer Charters, Ralph Ince, Marion Byron and Mae Madison in prominent parts.

The direction is by Ray Enright, co-author of Brown's "Fireman, Save My Child." The script is by Arthur Caesar, Monty Banks and Earl Baldwin.

CURRENT CAMPAIGN

Review

Joe E. Brown Funnier Than Ever in "Tenderfoot" At . . . .

When last night's crowd viewed Joe E. Brown's latest First National picture, "The Tenderfoot," which opened at the . . . . Theatre for a . . . . run, it laughed until the tears rolled down its cheeks.

It is by far one of the funniest comedies that has ever come out of the film capital, and certainly the biggest laugh-getter that Joe E. Brown has ever appeared in. This was the decided opinion of last night's audience.

It seemed as though such mirth provokers as "Local Boy Makes Good" and "Fireman Save My Child" could not be surpassed; but "The Tenderfoot" has done it.

The situation of a Texas cowboy let loose on New York's Broadway provides the starting point for a series of happenings and mishaps, each one funnier than the one preceding. From the moment Joe, in boots and ten gallon hat, rides up the Big Canyon in a horse-drawn junk wagon, things begin popping.

He has come to invest his life's savings in order to make enough to buy the ranch back home. Two shoestring theatrical producers sell him the idea of buying his way into partnership with them in the show business, and what cinches the deal is Joe's infatuation over Ruth, the producers' secretary.

A Texas cowboy in the show business on Broadway lends itself to enough humorous situations to pack any film, but the developments brought out in "The Tenderfoot" form one laughable surprise after another.

This rollicking laugh fest is enhanced by a cast that more than ably supports Joe E. Brown in his antics. Red-headed Ginger Rogers is the girl, and no less a favorite than Lew Cody plays the part of one of the high-pressure producers. Robert Greig, Vivian Oakland, Ralph Ince, Wilfred Lucas, Spencer Charters, Marion "Peanuts" Byron, Douglas Gerrard, Walter Percival, Joe Barton and Harry Seymour.

For pure, blue-chasing entertainment, "The Tenderfoot" delivers in full measure. It not only provides Joe E. Brown with an excellent vehicle, but definitely classes him as one of America's greatest funsters. Don't miss it!

1st day of run

Joe E. Brown Boasts Of Verbal Win Over Studio's Casting Head

They were discussing a scene for the picture—Joe E. Brown, Lew Cody and Director Ray Enright. It had to do with a show opening which is part of "The Tenderfoot," the First National picture, which is now playing at the . . . . Theatre.

"I tell you," vociferated Joe, "the owners wouldn't wear dinner suits for a tryout in Syracuse."

"What do you know about it—were you ever in Syracuse on an opening night?" demanded Enright.

"Was I ev-er in Sy-racuse!" echoed Brown.

"Well," said Cody, "were you?"

"Listen," said Joe. "I opened two shows for Rufe Le Maire in Syracuse."

"You mean our casting director?" asked Enright.

"Yes!" said Joe, "and if you don't believe it, ask Rufe about the battle he and Otto Harbach and I had in the box-office one night, with the door locked."

"Rufe must have known you pretty well," offered Cody.

Joe ignored the implied aspersion.

"He knew me pretty well after we got through," went on Joe, "because I delivered the longest speech there that I ever made in my life. Why, I called him——"

"And what did he say?" asked Cody.

"He said," said Joe with a grin, "'all right, now let's go back to rehearsal.'"

2nd day of run

Vivian Oakland Found Bad Acting Role Most Difficult Of Career

For once in many a long moon, there was no mad scramble for a juicy role that was open in Joe E. Brown's current First National picture, "The Tenderfoot," now at the . . . . Theatre, and Vivian Oakland who ultimately got the part, may well be designated a brave woman.

There are many actresses who don't mind playing wholly unsympathetic roles as long as they have a chance to display real histrionic ability; but it is another matter to ask an actress to play a "ham" actress in a genuine hammy manner.

Vivian Oakland is now finding out that it is harder to act badly than it is to do the real thing. She plays the part of the star of a theatrical company, and her outstanding characteristics are supposed to be a self-imposed fiery temperament, ill-fitting high-hatism and an unconscious lack of acting ability which takes the form of over-acting.

She is very sincere about doing the part properly, but Director Ray Enright finds his hands full trying to keep her from slipping into a false note by giving a genuine performance.

Joe E. Brown and Ginger Rogers, who make an incon e laugh team in Joe's latest First National picture, "The T ot."

Cut No. 20 Cut 30c Mat 10c

In other words, if her acting is too good, the part is wrongly enacted. And if you think that isn't courage, she says she is going to read every one of the reviews of the picture after it appears—and let the blows fall where they may.

3rd day of run

Joe E. Brown Keeps Fit By Hard Work

"How do you keep fit," is one of the questions most frequently asked motion picture actors and actresses.

In reply to it, Joe E. Brown, now appearing in his latest First National production, "The Tenderfoot," at the . . . . Theatre, replies simply:

"I don't."

Taking exercise, Brown says, is far too much trouble. omedian simply can't be both with it. In fact, that's one of dvantages of being a comedian.

"Anyway," Joe ues, "I get plenty of exercise t making my pictures. They al seem to be awfully strenuous, roles I play. Remember the pri hting I have done before the ca the baseball playing, and the g, in "Local Boy Makes Good," hen you talk about exercising!

"When I fin ure, what I need is rest. ed late, and try to persuad own to bring me my breakf But I don't often succeed hard job, jollying your w she's already heard all of y "

Joe spends time at the beach, during ner, but he wouldn't thinl ng. It's too much work. ndid rider— in his car. play base- ball, especial acation sea- sons, when on of "Joe E. Brown's posed of Southern C ge boys, with Joe at vings into form. And ibutes his genuinely p condition to the fact t reats, but always tries e hungry.

"Ginger" n's lead- ing lady in t," which Ray Enrigl

4th day of run

Jill Dennett Failed To Vamp Traffic Cop

Hollywood has the meanest cop in the world in the opinion of Jill Dennett.

This blithe, dark-eyed young actress was on her way to the First National Studio, where she was playing with Joe E. Brown in "The Tenderfoot," the picture now at the . . . . Theatre. Suddenly reminding herself that she had an important purchase to make and very little time in which to make it, she parked in the first vacant spot she could find.

On coming back to her car, she made it neck and neck with the cop on the beat. Something was wrong, but she couldn't figure out just what. At any rate, she put on her best "traffic cop" smile.

"Aren't you the girl in 'Union Depot' that played——?"

"That's me," said Jill beaming, seeing a way out of trouble.

"Would you mind autographing a picture for me?" the cop asked politely.

"Why, of course," Jill answered. "Just give me your name and I'll send it to the police station. And while you are at it, I would like to have *your* autograph."

"I was just coming to that, lady," the cop answered.

. . . And he handed her a ticket for parking near a fire plug.

CURRENT SHORTS

Fine Cast Supports Joe E. Brown In "The Tenderfoot"

One of the finest groups of screen players ever assembled in support of a star is the cast in "The Tenderfoot," Joe E. Brown's latest First National picture, which is now playing at the . . . . Theatre. The prominent roles are played by such favorites as Ginger Rogers, Lew Cody, Vivian Oakland, Robert Greig, Ralph Ince, Spencer Charters, Marion Byron and many others.

Spencer Charters Has Acted In 479 Plays

A record of having played 479 roles in as many plays over a period of 36 years is held by Spencer Charters, veteran stage actor, who comes to the screen in a featured role with Joe E. Brown in the First National picture, "The Tenderfoot," which is now playing at the . . . . Theatre.

Great Variety of Girls In "The Tenderfoot"

Joe E. Brown finds plenty of feminine variety in his latest First National picture, "The Tenderfoot," which is now at the . . . . Theatre. Ginger Rogers, his leading lady, has red hair; Vivian Oakland is a blonde, and Marion "Peanuts" Byron is brunette.

"Peanuts" Byron Plays In "The Tenderfoot"

Marion Byron, that dashing, diminutive young woman known sometimes as "Peanuts" Byron, is in the cast which supports Joe E. Brown in "The Tenrerfoot," his latest First National picture, now at the . . . . Theatre.

Others in the cast are Ginger Rogers, Lew Cody, Robert Greig, and Vivian Oakland.

Ray Enright directed "The Tenderfoot," which chronicles the adventures of a trusting Texas cowpuncher on the loose in a big town. The story has been constructed by Arthur Caesar, Monty Banks and Earl Baldwin.

CURRENT
Saturday or Sunday Feature Notes

Interesting Notes About Joe E. Brown

Do You Know That Joe

—Was a professional baseball player with the New York Yankees.
—Likes to whistle.
—Selects brown as his favorite color—and name.
—Was an acrobat in Ringling Bros. circus at the age of nine.
—Is a cowboy without a horse in his current First National picture, "The Tenderfoot," now playing at the . . . . Theatre.
—Has never had a mustache.
—Doesn't mind being called homely, but rebels when the word "ugly" is used.
—Has crossed the United States more than twenty times.
—Likes to make personal appearances.
—Is one of a family of seven children.
—Gets seasick easily.
—Can stand on his hands.
—Likes chocolate sundaes with lots of whipped cream and nuts.
—Was a bellhop in a hotel.
—Has his own baseball team called the "Joe E. Brown Stars."
—Likes the downward sensation of a fast elevator.
—Believes in bigger and better chewing gum machines.
—Never smokes.
—Is not shy or backward.
—Has a wire-haired terrier named, "Heza Corker."
—Is always receiving chain letters.
—Has been in every capitol city in the United States.
—Is a collector of fine tapestries.
—Fell while doing an aerial act and broke his leg.
—Likes to snap his fingers.
—Saves old razor blades.
—Can tear two telephone books in half.
—Likes to take his radio apart and experiment.
—Would like to meet Greta Garbo.
—Would like to spend a few months in Egypt.
—Likes checkered clothes.
—Likes to travel by air.
—Has his clothes made in New York City.
—Is always buying a different horn for his automobile.
—Has four radios in his home, one in his studio dressing room, and one in his automobile.
—Is constantly talking baseball.
—Used to rehearse in front of a mirror.
—Is very generous.
—Never keeps his hands in his pockets.
—Always drives above the speed limit.
—Likes to go canoeing.
—Does not like to walk up steps.
—Plays a good game of billiards.
—Always wanted to be a football player, but has never played the game.
—Does not like to get up early in the morning.
—Would like to be general of an Army.
—Wishes he lived in the days of King Arthur.
—Does not like the smell of gasoline.
—Would like to be able to paint.
—Used to play a trombone.
—Enjoys listening to a musical saw.
—Likes to read the comic sections of the newspapers.
—Wants to take a ride in a Zeppelin.
—Has a keen business mind.
—Does not care for the opera.
—Is not ashamed of his middle name, which is "Evan."

A GREAT COMEDY CAMPAIGN IS YOURS

I'M WILD AND WOOLY AND THIS IS MY NIGHT TO HOWL!

It peels the war paint off cigar-store Indians —Stampedes a chorus out of their scanties!

JOE E. BROWN in The TENDERFOOT with GINGER ROGERS and LEW CODY

NOW PLAYING APOLLO

Cut No. 5 Cut 20c Mat 5c

HE'S A RANG-TANG TARANTULA FROM TEXAS!

Joe's come East—Broadway's gone "West" and Dayton's in the path of the dizziest cyclone that ever twisted a town wide open!

Joe E. BROWN in The Tenderfoot

with GINGER ROGERS LEW CODY

in a First National and Vitaphone comedy round-up.

THE ONE ON TOP IS JOE!

HIS PAN'S A PANIC

You thought he had packed all the fun in the world into "Local Boy Makes Good" and "Fireman Save My Child" . . . But you ain't started laughin' yet!

ORIENTAL
ALL THIS WEEK!

Cut No. 4 60c Mat 15c

Now Showing
MAJESTIC

Laugh, TOWN, Laugh! at

JOE. E. BROWN in The Tenderfoot

with GINGER ROGERS LEW CODY

A First National and Vitaphone Hit

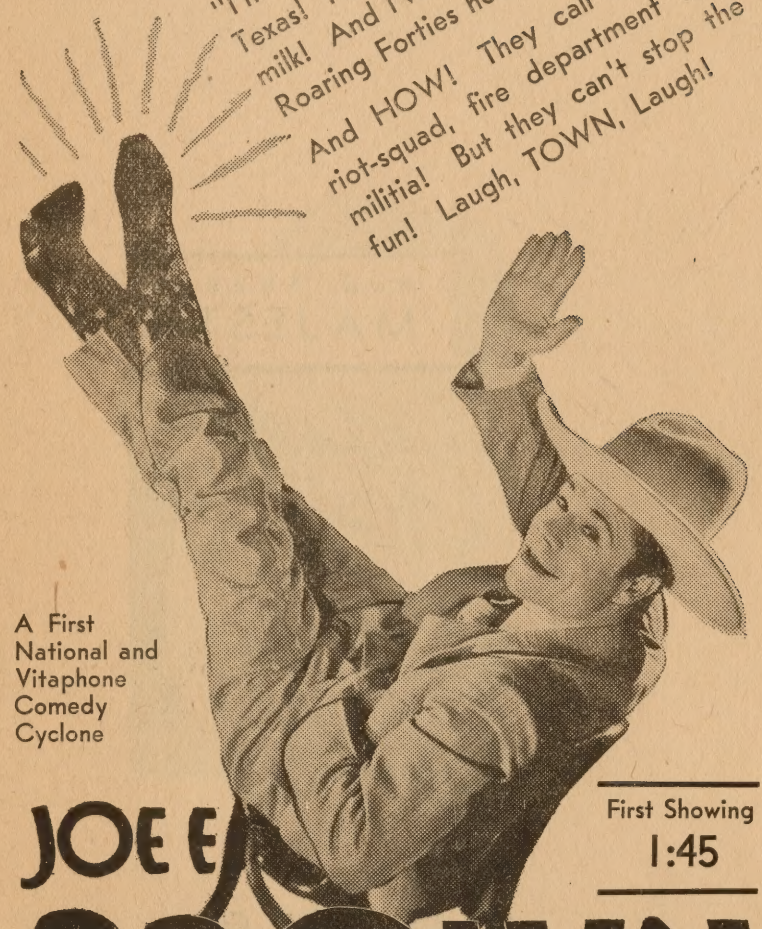
Cut No. 14 Cut 20c Mat 5c

THESE ADS HAVE THE PUNCH OF THE

"HOWDY FOLKS... GLAD TO MEET YA!"

"I'm a rang-tang tarantula from Texas! I was weaned on wildcat's milk! And I've come to make the Roaring Forties howl!"

And HOW! They call out the riot-squad, fire department and militia! But they can't stop the fun! Laugh, TOWN, Laugh!



A First National and Vitaphone Comedy Cyclone

First Showing 1:45

JOE E. BROWN in The TENDERFOOT

with GINGER ROGERS LEW CODY

STRAND

This Space for Vitaphone Shorts

Cut No. 15 Cut 40c Mat 10c

HIS FEET WERE TENDER
HIS HEART WAS SOFT...
AND SHOVED EVERY
BONE IN HIS HEAD.

Break out your hoarded [illegible]! Joe's been savin' his stre[illegible] for his greatest comedy rou[illegible]

JOE E. BROWN in The TENDERFOOT

with GINGER ROG[illegible] and LEW CO[illegible]

A First National and Vitaphone Picture

STRAND

Cut No. 2 Cut 40c [illegible] 10c

A ROPIN' ROMEO OF ROARS!

You'll love

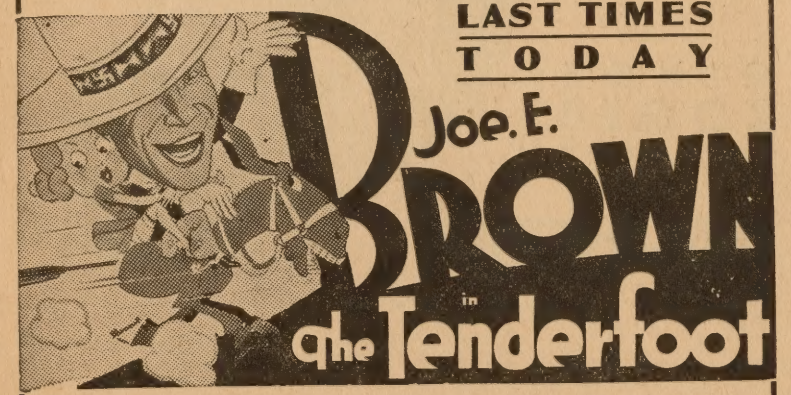
STRAND LAST TWO DAYS!

Cut No. 7 Cut 40c Mat 10c

PEP, THE COMEDY AN THE PICTURE ITSELF!

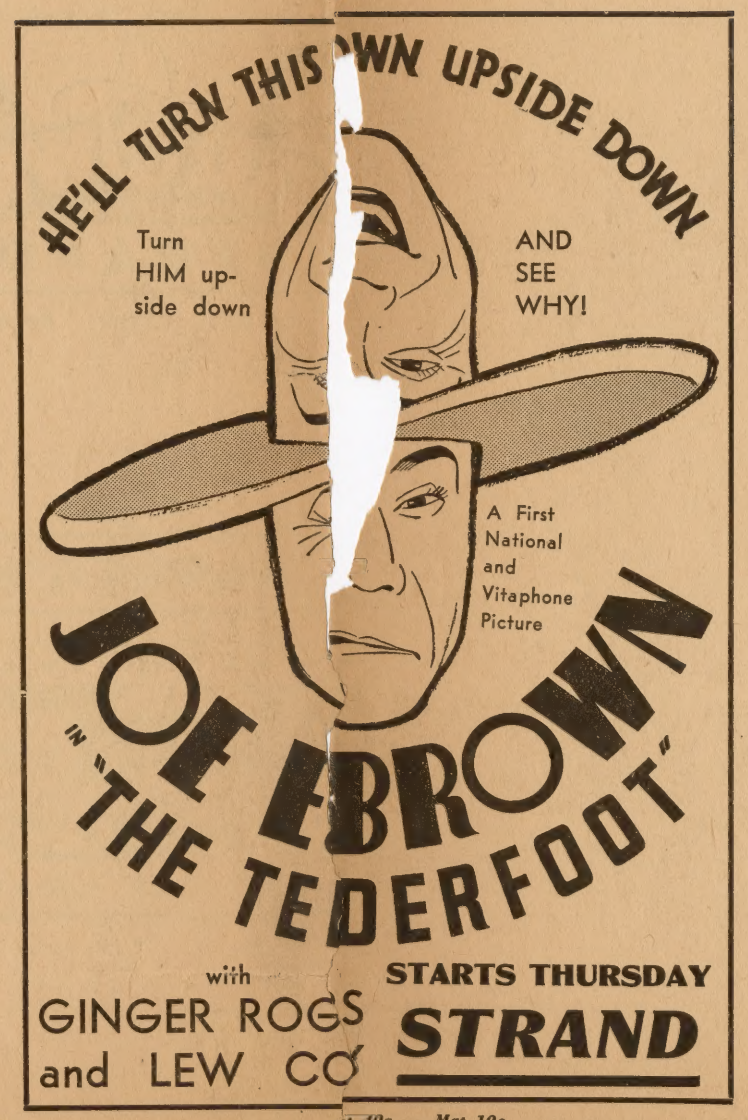
Hurry Folks—He's Leaving

LAST TIMES TODAY



STRAND BROADWAY'S FAVORITE THEATRE

Cut No. 11 Cut 40c Mat 10c



Cut No. 6 Cut 40c Mat 10c

"YOUR'E JEST THE GAL FER A SMART RANGER LIKE I"

—and that's sayin' a mouthful!"

He threw his head, his heart and his dough at a chorus cutie's ankles—just to hear her call him "angel"!

JOE E. BROWN in *The* **TENDERFOOT**

with

GINGER ROGERS and LEW CODY

A FIRST NATIONAL AND VITAPHONE HIT

NOW **STRAND**

Cut No. 3 Cut 40c Mat 10c

HE HAD TOO MANY SHOOTIN' IRONS IN THE FIRE!

But He Was Lookin Fer A City Gal To Brand!

They Couldn't Make a Monkey Out of This Wildcat!
But he was a jelly-fish in a smart gal's hands!
He hitched his wagon to a Broadway star—
but forgot to take his parachute!

Joe's been savin' his strength for his greatest comedy round-up — Laugh, TOWN, Laugh At

JOE E. BROWN

in *The* TENDERFOOT

WITH

GINGER ROGERS
and LEW CODY

NOW PLAYING
CIRCLE

Cut No. 10 Cut 60c Mat 15c

BUILD UP THESE ONE COLUMN SLUGS—THEY PACK A LOT OF PEP INTO A LITTLE SPACE!

He's Knocking 'em Dead!
Ohio's Champ Gloomchaser

STRAND

Cut No. 8 Cut 20c Mat 5c

WARNER'S

Just for a Laugh
—and What a Laugh!

LAST DAY TODAY

Cut No. 12 Cut 20c Mat 5c

Delete

HIS PAN'S A PANIC!

A Bronco Buster
Who Went Busted
on Broadway!

A First National and Vitaphone Picture

Delete

with

GINGER
ROGERS
LEW CODY

ORPHEUM

Cut No. 1 Cut 40c Mat 10c

The Only Official

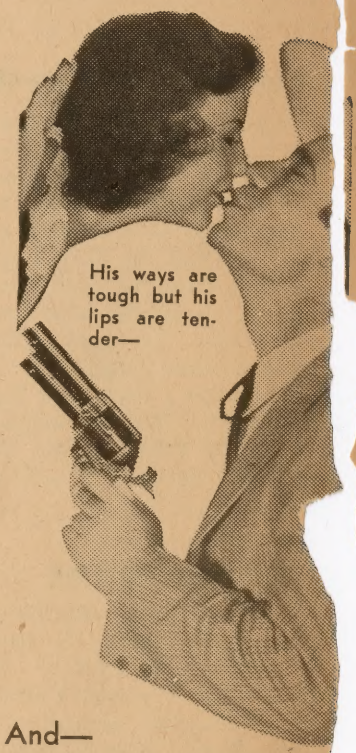
TRAILER

on this production can be obtained at your local

WARNER EXCHANGE

Not just an announcement, but a carefully planned ad that sells the picture. Just enough scenes to tease the imagination and create a demand. Show it for better box-office results.

"STICK EM UP"



Delete

And—
she loves every bone in his head!

JOE E.
BROWN
in the
Tenderfoot

with
GINGER ROGERS
LEW CODY

~~ALL THIS WEEK~~

STATE

Delete

Cut No. 13 Cut 20c Mat

"I'M WILD AND WOOLY... AND THIS IS MY NIGHT TO HOWL!"

You'll howl, you'll yell, you'll roar with laughter—when you see this tenderfoot roped, tied and tamed by a tender-hearted dame—

JOE E. BROWN in The TENDERFOOT

A First National and Vitaphone Picture

with
GINGER ROGERS
and LEW CODY

ALL THIS WEEK
STATE

Cut No. 9 Cut 60c Mat 15c

Selling It To The Public!

Novel Lobby That Sells Comedy

The stunts mentioned in the following copy have been incorporated into the lobby plans for the New York Strand showing of "The Tenderfoot." The display is entirely a burlesque that will get laughs and impress your patrons the week before your showing of the picture. Use all the ideas. Add to them. But be sure to make it the funniest lobby you've had on a Brown or any other comedian. Make 'em remember it.

The basic idea of the stunt is to make a very large display of the articles supposedly used by "The Tenderfoot." Local stores will be glad to loan you the articles you yourself can't pick up. Display each item very prominently, with plenty of space around it so it will stand out by itself. Make the accompanying copy very bold. You may be able to move a big counter into the lobby to hold all of the items. Whatever you use for them make certain that your keyline is: "This Is What 'The Tenderfoot' Thought He Would Need in New York." Here's a list of the items and suggested copy:

ROCKING CHAIR—This is Joe's saddle and oh! how he loved to ride.

FIRE EXTINGUISHER—This is what Joe used for a canteen.

INNER TUBE WITH STRING ATTACHED—"The Tenderfoot" thought this a novel cowboy's lasso.

BEER BOTTLE—He carried this as a nut-cracker.

BURLAP SACK—His overnight bag.

RED FLANNELS—He liked to sleep in these.

PAIR OF SCISSORS—"The Tenderfoot" brought these along so he could cut up on the Gay White Way.

HOBBY HORSE—He used this to chase the cuties.

WADING BOOTS—He heard Broadway was wet.

BUZZ SAWS—So tough he uses these for spurs.

CHECKERED SUIT—For the hottest night clubs on Broadway.

SHOE LACE—All that the Broadway gals left him with.

BABY BIB—This is "The Tenderfoot's" neckerchief!

ARMOR SHIRT—He likes a shirt that will last.

In addition to the above, blow up characteristic stills of Joe E. Brown. Use the scenes of Brown on a horse, the love scenes with Ginger Rogers, and others in cowboy pants and checkered suit.

Newspaper Identity Contest

Here is a good advance newspaper contest which should be run for at least six days before the opening of the film. Get your local newspaper to run stills of Joe E. Brown from scenes in each of his last six pictures. One of these stills should appear each day for a total of six days. The object of the contest should be to name the picture from which the scene is taken. Accompanying the answers should be a fifty-word essay on "Why I Like Joe E. Brown." The prizes should consist of a pair of theatre tickets for the twenty-five best answers.

The six stills can be obtained for ten cents apiece by writing to the Warner Bros. Pictures, 321 West 44th Street, Att. Still Deparment.

Burro Stunt

A cowboy on a burro—a natural for this Joe E. Brown picture. Get a man dressed in full cowboy regalia with boots, spurs, ten-gallon hat, etc., to parade the town atop a burro. Have him in a comedy pose twirling a lariat. Attach banners to the animal announcing that Joe E. Brown in "The Tenderfoot" is coming to town with a "chorus of Broadway cuties and a trunkful of laughs." There's sure to be a crowd of curious people who'll follow your man wherever he goes. Don't fail to use this stunt.

Newspaper Contest

You can tie up with every newspaper in your town on the following contest. Announce a contest to choose the funniest cartoon strip in your town or in each newspaper. All newspaper readers will want to plug their favorite comic section and also win the theatre passes which you can offer as prizes. The reader's vote should be accompanied by a fifty-word essay telling why he made his selection. Copy on this contest should read: "Pick your funniest cartoon for free tickets to see your funniest comedian, Joe E. Brown, in 'The Tenderfoot.'" The contest should be started about two weeks before the picture opens.

Get busy on this at once. Contact all your newspaper editors. It's a circulation builder they won't want to miss.

Hitching Post

ow up a full length still of Joe rown to about six foot propor- and place it on the street curb ont of your theatre. Near it a sign with the following "Hitch your horses here beseeing Joe E. Brown in 'The erfoot.' He'll make even a laugh."

aughing Record

ere is a novel angle on the laughrecord stunt. Blow up a head horse to be placed in a promi- spot in the lobby of your the- Arrange to have a laugh recplaced so that the laughs seem coming from the open mouth e horse. Keep the record runconstantly. Use copy: "He'll make a horse laugh."

u can secure a very good laugh d from the Okeh Phonograph oration, 55 Fifth Avenue, New k, or your dealer. It sells for ts.

Horse Stunt

ress up a girl in a cowgirl's uni- and have her parade the streets our town astride a horse. Also her leading by a rope a cowboy ing behind the animal. Use ers reading: "Roped, tied, and d by a Broadway dame—Joe E. vn, (name of town) funniest dian coming to the Strand tre in 'The Tenderfoot.'" This be sure to attract a great deal attention to the picture and tre.

owboy on Hobby Horse

Have a man in cowboy clothes ing on a small hobby horse tied hitching post in front of your re. Have a sign on his back as follows: "I am waiting to he funniest comedy of the cen- . Joe E. Brown in 'The Tenfoot'—Opens Tomorrow at the . Theatre." A handbag placed ide the man should have painted it: "Joe E. Brown in 'The Tenfoot'—a bagful of laughs."

or Your Front and Marquee

Use a large cut-out of Brown with comedian's mouth forming the office window. Place large cut- of Brown on the marquee and ch side of the outer lobby.

Boy Scouts Tie-up

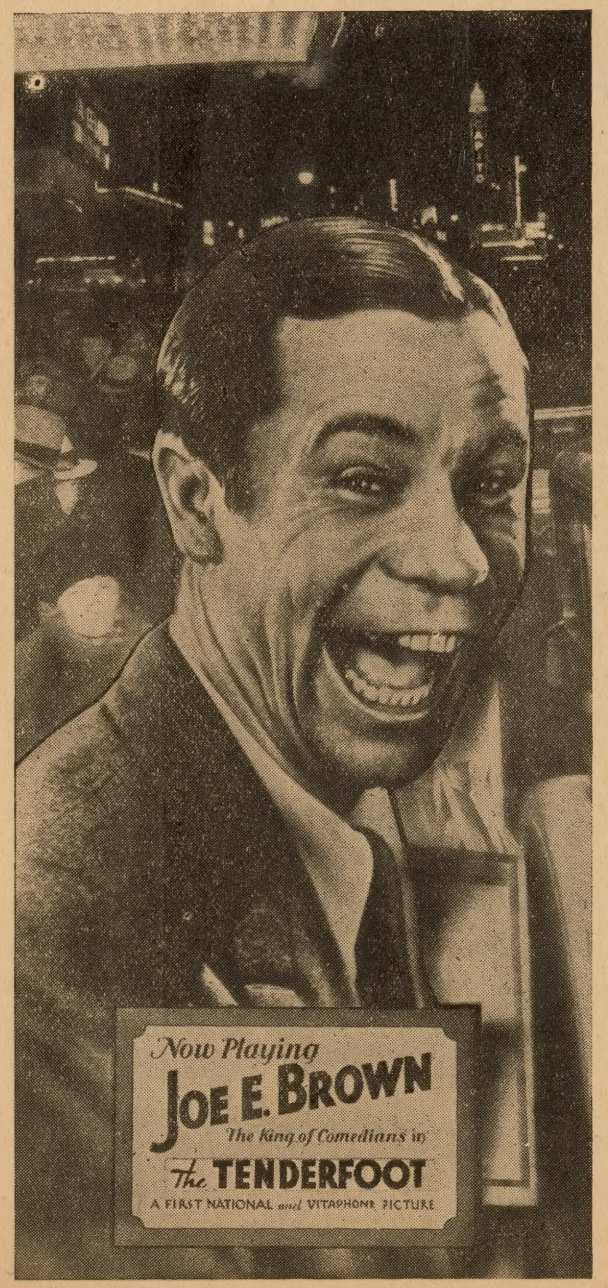
Arrange with the scout master in your town to give free tickets to the scouts who pass their "Tenderfoot" tests with honors. The good will of the boy scouts will help your theatre and this is something they are sure to go for.

You can also give free passes to a half dozen scouts for which they will distribute circulars and throwaways on "The Tenderfoot." Get after the scout master at once. It will help the picture.

Lobby Ballyhoo

Bringing the people to your lobby means bringing them to the box office. Here is a novel crowd-gathering stunt. Set up in your lobby a large cut-out head of Joe E. Brown. Mark off a "bull's-eye" in the center of his mouth and let the people throw small arrow darts at the target. You should be able to promote the darts from a local sports store. Offer prizes of a pass to the best shots.

A SIX FOOT JOE E. BROWN CUT-OUT FOR YOUR LOBBY



This enlarged cut-out placed in front of your theatre will attract plenty of attention. Beautifully colored and measuring 37 by 72 inches mounted on heavy 3/16 Upson board; it's great for lobby display purposes. It has a hinged easel back, reinforced by furring lumber stripping, varnished for weather-proofing.

$12.50 Each in Colors

$8.00 Each in Black and White

Send remittance with order. Express charges extra. Order direct from

NATIONAL STUDIOS, Inc.

226-232 W. 56TH STREET

NEW YORK CITY

Ball Park Tie-up

A stunt that is sure to attract a lot of attention is the following. Have a cowboy stage an exhibition of trick roping in front of your local ball park prior to the starting of the game. He should wear banners announcing the appearance of Joe E. Brown in "The Tenderfoot" to your theatre. This will stir up a lot of advance talk about the picture.

Cowboy Suit for Kids

Joe E. Brown is always a natural for the kids. Bring them to your theatre and build up your matinees. Tie up with a local store to give away at a special matinee performance a complete cowboy outfit for the boy holding the lucky number. They'll flock to your theatre for this one—so don't miss up on it.

Special Lobby Stunt

Here is a special lobby stunt that won't cost a cent to promote, but will help in drawing the crowds to your box office. Tie up with a local sporting goods store for an electric horse to place in the lobby of your theatre. Have it stationed in the lobby about three days in advance of the picture and remain there throughout the picture's run.

During the afternoons invite those who care to mount the horse to enjoy a short ride.

Window Displays

Tie-up with all sports stores, camping outfit stores, and stores selling sports clothes with window displays and cooperative newspaper ads. Use the following copy: "Don't be a 'Tenderfoot'—see us before you decide on your sports and vacation outfits! Also see Joe E. Brown in 'The Tenderfoot' for the best laugh picture of the year coming to the . . . . Theatre."

Cowboy Songs

A splendid advance idea is to have your organist play old time cowboy songs. They will also provide a good plug for the Joe E. Brown picture. Among the many songs you can use are "The Old Chisholm Trail," "Get Along, Little Doggies," "Bury Me Not on the Lone Prairie," "She'll Be Coming 'Round the Mountain" and "When the Work Is Done

Shoe Store Tie-up

Tie up with your local shoe stores with a play on the picture title. Arrange for window displays with the following line: "Shoes for a 'Tenderfoot'—make walking a pleasure. See Joe E. Brown in 'The Tenderfoot'—coming to the . . . . Theatre."

Radio Contest for Kids

This stunt was used by Howard Waugh of the Warner Theatre, Memphis, Tenn., in conjunction with "Fireman, Save My child," and it can also be used to good advantage with this Joe E. Brown picture.

About five days before the opening of "The Tenderfoot," tie up with your local radio station for a kiddies' contest to decide who can give the best imitation of Joe E. Brown's familiar goofy laugh. Have the broadcast include announcements of theatre name and playdate. The final auditions of the contest should be held on the stage of your theatre in the morning just before the opening. It's a splendid advance plug which will get the children—and also their parents—to your theatre.

Unusual Audience Gag

One of the cleverest innovations you can use for Joe E. Brown is the one pulled at the Westwood Theatre, Westwood, Cal., on "Fireman, Save My Child." The manager had his operator rehearse the trailer until he knew every spot where Joe opened his mouth to shout his famous H—ELLLLLLLL—P! When the trailer was thrown on the screen the operator reduced the volume to a whisper and then magnified it to several times normal. The effect was startling and literally took the house by storm. The cry was a surprise each of the several times it occurred in the trailer. Numerous other houses picked up the stunt with equal success and it's a great idea for you to use on "The Tenderfoot."

Street Parade

Make your town Joe E. Brown conscious. Arrange for a parade of a herd of cows through the streets of your town. Tie streamers to the animals announcing the coming of "The Tenderfoot" with Joe E. Brown to your theatre. This stunt is sure to draw plenty of laughs and attention to the feature.

Shooting Gallery Tie-up

Tie up with a shooting gallery owner in your town to make a special display of a head of Joe E. Brown. Have him place a lighted candle in the mouth of the cutout at which his patrons are to aim. This should be done about five days before the playdate. Use lines as "He Turned the Gay White Way Into a Shooting Gallery. Are you a Tenderfoot? Can you shoot out the lighted candle in Joe E. Brown's mouth? See him in 'The Tenderfoot,' coming to the Strand Theatre."

Roping Contest

Stage a roping contest on the stage of your theatre just prior to the opening night performance. All the kids in your town will flock to your theatre to enter the contest. Offer a Joe E. Brown trophy to the winner, who is to be decided by the applause of the audience.

If you are situated in a Western town where the men are particularly handy with the lariat, you can stage the contest for the grown-ups in the same manner.

COLORTONE EFFECT

4x5—Colored positive only...$2.00
Set (positive and negative)... 3.0

3¼x4—Colored positive only 1.50
Set (positive and negative)... 2.25

Order by No. N 251

NATIONAL STUDIOS, Inc.
226 West 56th St., New York

Be sure to specify size and send remittance with order to avoid parcel post and C.O.D. charges. Send for catalogue of Colortone Effects.

LOBBY SUGGESTIONS

NOVELTIES

THROWAWAY

A novelty throwaway which features the illustration used in Cut No. 6 has been made up and will prove a very good mailing piece, program insert or giveaway. The front of the throwaway carries the catchline, illustration, title and cast, while the back contains some snappy copy together with your theatre name and playdate. Order direct from EXPLOITATION PRINTERS, 20 WEST 22ND STREET, NEW YORK CITY. Price complete with imprints: $3.50 per M, $3.00 per M over 3 M, and $2.75 per M over 5 M.

COWBOY HAT

A special fifteen-inch cowboy hat has been prepared on this picture. Printed on a good six-ply brown cardboard stock, this novelty will attract a lot of attention. Give them out to the kids at school, on the streets or in your theatre as a special matinee gift. They are good looking and the youngsters will want them. The star and the title are on front of the hat which insures attention to your showing of the picture. Prices complete with your theatre imprint and playdate: $4.50 per 500, $7.00 per M, $6.00 per M over 3 M, and $5.00 per M over 5 M. Order direct from NOVELTY ADVERTISING CO., 500 WARWICK STREET, BROOKLYN, NEW YORK.

Merry-Go-Round Tie-up

This tie-up can be effected with the stationary merry-go-rounds in your town or with the wandering carrousels that are a part of every town. Use large signs with the line: "Broadway put him on a merry-go-round horse. See Joe E. Brown in 'The Tenderfoot,' coming to the . . . . Theatre next week." A large cutout of Joe E. Brown should be mounted on top of one of the wooden horses. Also lettered as above.

Street Stunt

A couple of days before the picture plays your theatre, arrange to have a car drive through the main streets of your town, with a man dressed as a cowboy and wearing large tin spurs, sitting on the hood of the machine. The car should be driven slowly with banners and streamers plastered over it announcing the coming of Joe E. Brown in his fastest and funniest comedy, "The Tenderfoot."

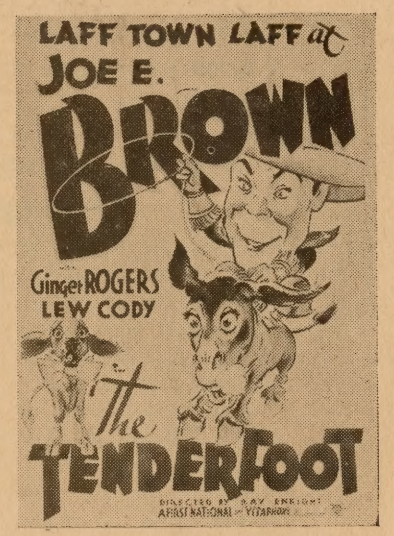
USE THESE CATCHLINES

LAUGH, TOWN, Laugh!
The Man Whose Pan Panics Millions!
A Broncho Buster Who Went Busted on Broadway!
Broadway Made an "Angel" Out of This Texas Wildcat!
A Texas Ranger Who Hitched His Wagon to a Broadway Star!
I'm Wild and Woolly and This Is My Night to Howl!
I'm a Rang-tang Tarantula from Texas!
His Guns Pop and So Does the Fun!
He'll Shoot You Full of Laughs and Thrills!
A Rip Roaring Comedy with a Rip Snorting Story!
The King of Comedians in a Riot of Laughs and Fun!
He Turned the Gay White Way into a Shooting Gallery!
The Fastest, Funniest and Most Actionful Story Joe E. Brown Has Ever Made!
He Fell for Broadway's Unbranded Calves!
Roped, Tied and Tamed by a Broadway Jane!
His Shooting Irons Were His Calling Cards!
He Was a Tough Guy in Texas, but Just a Tenderfoot on Broadway!
A Tenderfoot They Couldn't Rope!
He Rushed in Where Wise Guys Feared to Tread!

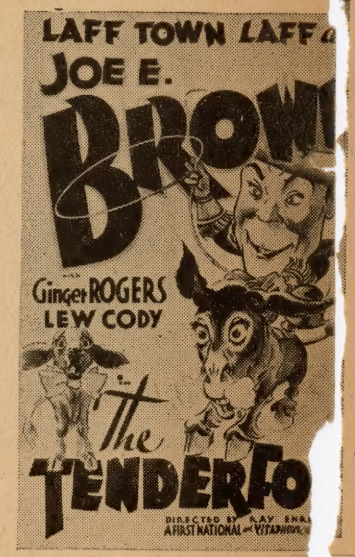
LOUD AND FUNNY POSTERS THAT YELL COMEDY!

INSERT CARD

SLIDE



WINDOW CARD



ONE-SHEET

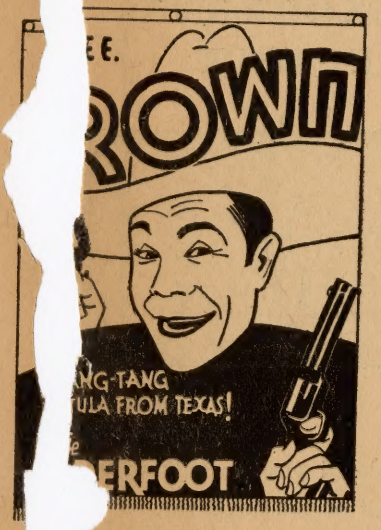
24 SHEET

Background white with Joe E. Brown lettered in red with pink outline. Title and cast green with lettering at top in red. Joe E. Brown is wearing a brown hat, blue uniform and brown gloves. Girl has blonde hair and brown dress. Make sure to order plenty of these!

SIX-SHEET

THREE-SHEET

BANNER



Excellent for e and lobby hanging. Size 20 by 30 inches and printed on s durable canvas. Comes with eyelets. Brilliant colors.

PRICE 50c EACH

Do Not O Banners or Drapes from Exchange!

vailable Only from

MET FLAG-BANNER CO.

2 East 23r t New York, N. Y.

h with Order or C. O. D.

Order Blank

ACCESSORIES

"THE TENDERFOOT"

Send to

Manager.....

Theatre.....

City.....

			AMOUNT
		POSTERS	
.....	1-sheets	@ 15c each (1 to 50)	
.....		@ 13c each (51 to 100)	
.....		@ 11c each (Over 100)	
.....	3-sheets	@ 40c each (1 to 25)	
.....		@ 36c each (Over 25)	
.....	6-sheets	@ 75c each (1 to 10)	
.....		@ 70c each (11 to 20)	
.....		@ 65c each (Over 20)	
.....	24-sheets	@ $2.00 each (Up to 25)	
.....		@ 1.75 each (Over 25)	
		WINDOW CARDS	
.....		@ 7c each (1 to 50)	
.....		@ 6c each (51 to 100)	
.....		@ 5½c each (Over 100)	
		INSERT CARDS	
.....		@ 25c each (1 to 25)	
.....		@ 22c each (26 to 50)	
.....		@ 20c each (51 to 100)	
.....		@ 18c each (Over 100)	
		HERALDS	
.....		M @ $3.00 per M (1M to 5M)	
.....		M @ 2.75 per M (Over 5M)	
		PHOTOS	
.....		Set 11 x 14s @ 75c per set (8 in set — colored)	
.....		Set 22 x 28s @ 80c per set (2 in set — colored)	
.....		Slides @ 15c each	
.....		Stills @ 10c each	
.....		Merchandising plans	(Gratis)
.....		Music cues	(Gratis)
		TOTAL	

MAIL IMMEDIATELY TO YOUR LOCAL FIRST NATIONAL EXCHANGE

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